

COOPER HEWITT 14 WAYS POSTERS WORK

<p>FOCUS THE EYE</p>		<p>FAMILIAR OBJECT DOMINATES THE COMPOSITION</p>	<p>OVERWHELM THE EYE</p>		<p>DICTATING THE JOURNEY FOR THE USER, KEEPING THE VIEWER'S EYE IN MOTION</p>
<p>USE TEXT AS IMAGE</p>		<p>SIZE, STYLE AND ARRANGMENT OF LETTERS</p>	<p>OVERLAP</p>		<p>CREATES DEPTH OR IMAGINARY SPACE</p>
<p>CUT AND PASTE</p>		<p>USING TWO OR MORE DIVERSE ELEMENTS</p>	<p>ASSULT THE SURFACE</p>		<p>BURNING, RIPPING OR BENDING TO TRICK OR DECEIVE THE EYE</p>
<p>SIMPLIFY</p>		<p>FOCUS THE ATTENTION ON THE MESSAGE OR PRODUCT</p>	<p>TELL A STORY</p>		<p>THE PROTAGONIST, POINT OF VIEW, NARRATIVE</p>
<p>AMPLIFY</p>		<p>BOOST THE INTENSITY OF THE MESSAGE</p>	<p>DOUBLE THE MEANING</p>		<p>METAPHOR, PUNS, IRONY ETC</p>
<p>ACTIVATE THE DIAGONAL</p>		<p>DISRUPTING THE STATIC VERTICAL OR HORIZONTAL</p>	<p>MAKE EYE CONTACT</p>		<p>EYES OR NO EYES</p>
<p>MANIPULATE SCALE</p>		<p>EXAGGERATE TO CREATE VISUAL TENSION & DRAMA</p>	<p>MAKE A SYSTEM</p>		<p>ORGANISING INFORMATION, CREATING A SERIES</p>